



***Teetotalers & Moonshiners:
Prohibition in Virginia, Distilled***

A Traveling Exhibition from
The Library of Virginia

With support from the National Alcoholic Beverage Control Association, the Virginia Alcoholic Beverage Control, and the Virginia Distillers Association, the Library of Virginia announces the availability of *Teetotalers & Moonshiners: Prohibition in Virginia, Distilled*, a banner exhibition distilled from the exhibition at the Library. The banner exhibition is available **free of charge** for a loan period of **six** weeks, inclusive of shipping dates.

What's it all about? Virginians imbibed their last legal drink on Halloween night in 1916—more than three years before national prohibition was enacted. Newspapers reported bacchanalian scenes in the Old Dominion's cities as “wets” drank up and bought out the stock of saloons and bars. Most of the state's liquor, beer, and wine producers quietly shut down. Many farmers worried that a major part of their livelihood from corn and fruit had disappeared overnight, while supporters of prohibition exulted in the promise of a morally upright “Dry Virginia.” For the next 18 years the state became a laboratory for a grand social experiment that ultimately left many Virginians with a serious hangover—and eventually led to repeal.

Teetotalers & Moonshiners: Prohibition in Virginia, Distilled addresses the important and long-lasting effects of Prohibition on Virginia and America, including

- The prohibition movement as part of a social reform movement
- The economic and social costs of Prohibition, including the closing of businesses and conflict within communities, and the rise of illegal alcohol production and sale as an underground culture and economy
- The role of government in overseeing public health
- Prohibition's legacy—from NASCAR to the creation of the Virginia Department of Alcoholic Beverage Control to the rise of the modern brewing and distilling industry

Description: Teetotalers & Moonshiners is comprised of five free-standing pull-up banner units. Text and image panels are visible on both sides, requiring that the exhibition be in an open area of approximately 120



sq. ft. (12' x 10'). There is one electronic interactive that uses an



iPad and that travels with a sturdy kiosk. Two people are required to set up the display. The exhibition requires minimal security but must be installed inside the venue and away from food or drink. Instructions for installation and de-installation are included with the exhibition. Venues are encouraged to develop complementary displays and programs.

Shipping: The Library of Virginia handles all shipping logistics. The exhibition is transported by UPS at no charge to the venue. The Library of Virginia will contact venues approximately one week before the beginning/end of the loan period to alert them when to expect delivery/pick-up. The Library of Virginia will handle all shipping scheduling with the carrier. The venues are responsible for repacking the exhibition with the original packing materials, as instructed.

Venue Responsibilities: The host agrees to maintain responsibility for the condition of the exhibition. Sites will be held responsible for damage to or loss of the exhibition when it is under their control. The Library of Virginia is not responsible for personal injury or property damage arising from the installation, use, or defective nature of the traveling display. Host venues will inspect the exhibition when it is unpacked and installed and report any damage immediately to the Library of Virginia. The insurance value of the exhibition is \$10,000.

What You Get from the LVA: The Library of Virginia will provide an exhibition support notebook that will contain a model press release, credit lines, installation instructions, evaluation forms, and exhibition text and sample images. The host venue is encouraged to develop programs related to Prohibition in Virginia or a complementary exhibition on Prohibition in the locality. The Library will be happy to work with the venue for program ideas, including a music program developed by the LVA's Gregg Kimball, director of Public Service & Outreach. VaABC may also be willing to help with a program.

Contact: If you wish to book this exhibition, please contact Barbara C. Batson, Exhibitions Coordinator, at 804-692-3518 or barbara.batson@lva.virginia.gov.

